A9055-24 10/89

TVB

A RESEARCH TREND REPORT

TRENDS
IN GNP
AD VOLUME
TV AD VOLUME

1960-1995

9/89

Prepared by the TVB Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume *		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$ 515.3	5.7	$ 11,960	6.1	2.32	$ 1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	20,550	0.7	2.02	3,596	0.3	17.5
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,231.6	5.4	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,524.3	6.9	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,880.6	7.9	118,050	7.7	2.42	25,686	7.5	21.8
1989	5,218.5	6.9	126,170	6.9	2.42	27,005	5.1	21.4
1990	5,536.6	6.1	135,000	7.0	2.44	29,127	7.9	21.6
1991	5,974.2	7.9	145,770	8.0	2.44	31,341	7.6	21.5
1992	6,458.1	8.1	158,870	9.0	2.46	34,316	9.5	21.6
1993	6,961.8	7.8	171,960	8.2	2.47	36,971	7.7	21.5
1994	7,504.8	7.8	186,870	8.7	2.49	40,551	9.7	21.7
1995	8,090.2	7.8	202,260	8.2	2.50	43,688	7.7	21.6

* Includes National Syndication & Cable

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TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Total Net./Spot/Local		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$ 820	5.7	50.4	$ 527	8.4	32.4	$ 280	0.0	17.2	$ 1,627	6.4	100.0
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	1,691	3.9	100.0
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	1,897	12.2	100.0
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	2,032	7.1	100.0
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	2,289	12.6	100.0
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	2,515	9.9	100.0
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	2,823	12.2	100.0
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	2,909	3.0	100.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	3,231	11.1	100.0
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	3,585	11.0	100.0
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	3,596	0.3	100.0
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	3,534	-1.7	100.0
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	4,091	15.8	100.0
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	4,460	9.0	100.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	4,851	8.8	100.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3	5,263	8.5	100.0
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4	6,721	27.7	100.0
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6	7,612	13.3	100.0
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	8,955	17.6	100.0
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	10,154	13.4	100.0
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9	11,366	11.9	99.1
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2	12,654	11.3	98.5
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7	14,273	12.8	97.5
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9	16,127	13.0	96.2
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6	18,890	17.1	95.2
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2	19,778	4.7	94.1
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5	21,426	8.3	93.6
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6	22,179	3.5	92.8
1988	9,172	7.9	35.7	7,147	4.4	27.8	7,270	6.4	28.3	23,589	6.4	91.8
1989	9,265	1.0	34.3	7,430	4.0	27.5	7,705	6.0	28.5	24,400	3.4	90.4
1990	9,915	7.0	34.0	7,875	6.0	27.0	8,245	7.0	28.3	26,035	6.7	89.4
1991	10,531	6.2	33.6	8,274	5.1	26.4	8,968	8.8	28.6	27,773	6.7	88.6
1992	11,564	9.8	33.7	8,956	8.2	26.1	9,682	8.0	28.2	30,202	8.7	88.0
1993	12,348	6.8	33.4	9,575	6.9	25.9	10,362	7.0	28.0	32,285	6.9	87.3
1994	13,422	8.7	33.1	10,422	8.8	25.7	11,356	9.6	28.0	35,200	9.0	86.8
1995	14,417	7.4	33.0	11,097	6.5	25.4	12,122	6.7	27.7	37,636	6.9	86.1

TELEVISION AD VOLUME 1960-1995

	Nat'l. Syn.			Cable		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$ ---	--	--	$ ---	--	--
1961	---	--	--	---	--	--
1962	---	--	--	---	--	--
1963	---	--	--	---	--	--
1964	---	--	--	---	--	--
1965	---	--	--	---	--	--
1966	---	--	--	---	--	--
1967	---	--	--	---	--	--
1968	---	--	--	---	--	--
1969	---	--	--	---	--	--
1970	---	--	--	---	--	--
1971	---	--	--	---	--	--
1972	---	--	--	---	--	--
1973	---	--	--	---	--	--
1974	---	--	--	---	--	--
1975	---	--	--	---	--	--
1976	---	--	--	---	--	--
1977	---	--	--	---	--	--
1978	---	--	--	---	--	--
1979	---	--	--	---	--	--
1980	50	--	0.4	53	--	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.5	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	901	18.2	3.5	1,196	24.2	4.7
1989	1,115	24.0	4.1	1,490	24.6	5.5
1990	1,290	15.7	4.4	1,802	20.9	6.2
1991	1,442	11.8	4.6	2,126	18.0	6.8
1992	1,647	14.2	4.8	2,467	16.0	7.2
1993	1,849	12.3	5.0	2,837	15.0	7.7
1994	2,109	14.1	5.2	3,242	14.3	8.0
1995	2,359	11.9	5.4	3,693	13.9	8.5

Sources : GNP, U.S. Dept. of Commerce 1960-88.
Merrill Lynch Economics, Inc. 1989-95.
Ad Volume, McCann-Erickson 1960-89.
TV Ad Volume, McCann-Erickson 1960-88.
Cable, Paul Kagan Assoc. percent increases applied to McCann base 1990-95.
All other figures are TVB estimates.

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TRENDS

IN GNP
AD VOLUME
TV AD VOLUME

1960- 1995

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Prepared by the TVB Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

YEAR	GNP		Ad Volume			TV Ad Volume *		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Volume
1960	$515.3	5.7	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	20,550	0.7	2.02	3,596	0.3	17.5
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,231.6	5.4	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,524.3	6.9	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,880.6	7.9	118,050	7.7	2.42	25,686	7.5	21.8
1989	5,233.5	7.2	124,840	5.8	2.39	26,754	4.2	21.4
1990	5,547.0	6.0	133,580	7.0	2.41	28,870	7.9	21.6
1991	5,919.1	6.7	142,650	6.8	2.41	30,669	6.2	21.5
1992	6,335.3	7.0	153,950	7.9	2.43	33,252	8.4	21.6
1993	6,793.4	7.2	165,760	7.7	2.44	35,638	7.2	21.5
1994	7,292.4	7.3	179,390	8.2	2.46	38,928	9.2	21.7
1995	7,817.5	7.2	193,090	7.6	2.47	41,709	7.1	21.6

* Includes National Syndication and Cable

TELEVISION AD VOLUME 1960-1995

YEAR	NETWORK			SPOT			LOCAL			NTWK/SPOT/LOCAL		
	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	0.0	17.2	$1,627	6.4	100.0
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	1,691	3.9	100.0
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	1,897	12.2	100.0
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	2,032	7.1	100.0
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	2,289	12.6	100.0
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	2,515	9.9	100.0
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	2,823	12.2	100.0
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	2,909	3.0	100.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	3,231	11.1	100.0
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	3,585	11.0	100.0
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	3,596	0.3	100.0
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	3,534	-1.7	100.0
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	4,091	15.8	100.0
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	4,460	9.0	100.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	4,851	8.8	100.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3	5,263	8.5	100.0
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4	6,721	27.7	100.0
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6	7,612	13.3	100.0
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	8,955	17.6	100.0
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	10,154	13.4	100.0
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9	11,366	11.9	99.1
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2	12,654	11.3	98.5
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7	14,273	12.8	97.5
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9	16,127	13.0	96.2
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6	18,890	17.1	95.2
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2	19,778	4.7	94.1
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5	21,426	8.3	93.6
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6	22,179	3.5	92.8
1988	9,172	7.9	35.7	7,147	4.4	27.8	7,270	6.4	28.3	23,589	6.4	91.8
1989	9,150	-0.2	34.2	7,310	2.3	27.3	7,600	4.5	28.4	24,060	2.0	89.9
1990	9,789	7.0	33.9	7,750	6.0	26.8	8,130	7.0	28.2	25,670	6.7	88.9
1991	10,182	4.0	33.2	8,158	5.4	26.6	8,653	6.3	28.2	26,993	5.2	88.0
1992	11,073	8.7	33.3	8,812	8.0	26.5	9,155	5.8	27.5	29,040	7.6	87.3
1993	11,654	5.2	32.7	9,373	6.4	26.3	9,833	7.4	27.6	30,860	6.3	86.6
1994	12,574	7.9	32.3	10,160	8.4	26.1	10,754	9.4	27.6	33,488	8.5	86.0
1995	13,138	4.5	31.5	10,802	6.3	25.9	11,639	8.2	27.9	35,579	6.2	85.3

TELEVISION AD VOLUME 1960-1995

YEAR	National Syndication			Cable		
	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$ -	-	-	$ -	-	-
1961	-	-	-	-	-	-
1962	-	-	-	-	-	-
1963	-	-	-	-	-	-
1964	-	-	-	-	-	-
1965	-	-	-	-	-	-
1966	-	-	-	-	-	-
1967	-	-	-	-	-	-
1968	-	-	-	-	-	-
1969	-	-	-	-	-	-
	-	-	-	-	-	-
1970	-	-	-	-	-	-
1971	-	-	-	-	-	-
1972	-	-	-	-	-	-
1973	-	-	-	-	-	-
1974	-	-	-	-	-	-
1975	-	-	-	-	-	-
1976	-	-	-	-	-	-
1977	-	-	-	-	-	-
1978	-	-	-	-	-	-
1979	-	-	-	-	-	-
1980	50	0.0	0.4	53	0.0	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.1	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	901	18.2	3.5	1,196	24.2	4.7
1989	1,215	34.9	4.6	1,479	23.7	5.5
1990	1,410	16.0	4.9	1,790	21.0	6.2
1991	1,564	10.9	5.1	2,112	18.0	6.9
1992	1,762	12.7	5.3	2,450	16.0	7.4
1993	1,960	11.2	5.5	2,818	15.0	7.9
1994	2,219	13.2	5.7	3,221	14.3	8.3
1995	2,461	10.9	5.9	3,669	13.9	8.8

Sources: GNP, U.S. Dept. of Commerce 1960-89.
Merrill Lynch Economics, Inc. 1990-95.
Ad Volume, McCann-Erickson 1960-89.
TV Ad Volume, McCann-Erickson 1960-88.
Cable, Paul Kagan Assoc. (Percent increases applied to McCann base 1990-95)
All other figures are TVB estimates.

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TVB

A RESEARCH TREND REPORT

TRENDS

IN GNP
AD VOLUME
TV AD VOLUME

1960-1995

8/90

Prepared by the TVB Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960 1995

YEAR	GNP		Ad Volume			TV Ad Volume *		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Volume
1960	$515.3	5.7	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	(0.8)	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	20,550	0.7	2.02	3,596	0.3	17.5
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,231.6	5.4	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,524.3	6.9	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,880.6	7.9	118,050	7.7	2.42	25,686	7.5	21.8
1989	5,200.8	6.7	123,930	5.0	2.37	26,891	4.7	21.7
1990	5,487.0	5.5	130,500	5.3	2.38	28,850	7.3	22.1
1991	5,817.1	6.0	137,865	5.6	2.37	30,330	5.1	22.0
1992	6,224.3	7.0	148,761	7.9	2.39	32,727	7.9	22.0
1993	6,672.4	7.2	158,804	6.8	2.38	34,778	6.3	21.9
1994	7,159.5	7.3	171,041	7.7	2.39	37,800	8.7	22.1
1995	7,675.0	7.2	182,666	6.8	2.38	40,187	6.3	22.0

* Includes National Syndication and Cable

TELEVISION AD VOLUME 1960-1995

YEAR	NETWORK			SPOT			LOCAL			Ntwk/Spot/Local		
	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	0.0	17.2	$1,627	6.4	100.0
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	1,691	3.9	100.0
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	1,897	12.2	100.0
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	2,032	7.1	100.0
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	2,289	12.6	100.0
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	2,515	9.9	100.0
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	2,823	12.2	100.0
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	2,909	3.0	100.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	3,231	11.1	100.0
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	3,585	11.0	100.0
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	3,596	0.3	100.0
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	3,534	-1.7	100.0
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	4,091	15.8	100.0
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	4,460	9.0	100.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	4,851	8.8	100.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3	5,263	8.5	100.0
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4	6,721	27.7	100.0
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6	7,612	13.3	100.0
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	8,955	17.6	100.0
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	10,154	13.4	100.0
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9	11,366	11.9	99.1
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2	12,654	11.3	98.5
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7	14,273	12.8	97.5
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9	16,127	13.0	96.2
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6	18,890	17.1	95.2
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2	19,778	4.7	94.1
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5	21,426	8.3	93.6
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6	22,179	3.5	92.8
1988	9,172	7.9	35.7	7,147	4.4	27.8	7,270	6.4	28.3	23,589	6.4	91.8
1989	9,110	-0.7	33.9	7,354	2.9	27.3	7,612	4.7	28.3	24,076	2.1	89.5
1990	9,750	7.0	33.8	7,870	7.0	27.3	7,915	4.0	27.4	25,535	6.1	88.5
1991	10,176	4.4	33.5	8,204	4.2	27.1	8,189	3.5	27.0	26,569	4.1	87.6
1992	10,931	7.4	33.4	8,771	6.9	26.8	8,804	7.5	26.9	28,506	7.3	87.1
1993	11,442	4.7	32.9	9,286	5.9	26.7	9,322	5.9	26.8	30,050	5.4	86.4
1994	12,341	7.9	32.7	10,036	8.1	26.5	10,154	8.9	26.9	32,531	8.3	86.1
1995	12,860	4.2	32.0	10,609	5.7	26.4	10,939	7.7	27.2	34,408	5.8	85.6

	National Syndication*			Cable		
YEAR	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$ -	-	-	$ -	-	-
1961	-	-	-	-	-	-
1962	-	-	-	-	-	-
1963	-	-	-	-	-	-
1964	-	-	-	-	-	-
1965	-	-	-	-	-	-
1966	-	-	-	-	-	-
1967	-	-	-	-	-	-
1968	-	-	-	-	-	-
1969	-	-	-	-	-	-
	-	-	-	-	-	-
1970	-	-	-	-	-	-
1971	-	-	-	-	-	-
1972	-	-	-	-	-	-
1973	-	-	-	-	-	-
1974	-	-	-	-	-	-
1975	-	-	-	-	-	-
1976	-	-	-	-	-	-
1977	-	-	-	-	-	-
1978	-	-	-	-	-	-
1979	-	-	-	-	-	-
1980	50	0.0	0.4	53	0.0	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.1	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	901	18.2	3.5	1,196	24.2	4.7
1989	1,288	43.0	4.8	1,527	27.7	5.7
1990	1,560	21.1	5.4	1,755	14.9	6.1
1991	1,759	12.8	5.8	2,002	14.1	6.6
1992	1,964	11.6	6.0	2,258	12.8	6.9
1993	2,207	12.4	6.3	2,521	11.7	7.3
1994	2,457	11.3	6.5	2,812	11.5	7.4
1995	2,705	10.1	6.7	3,074	9.3	7.7

*Includes Fox

Sources: GNP, U.S. Dept. of Commerce 1960-89.
Merrill Lynch Economics, Inc. 1990-95.
Ad Volume, McCann-Erickson 1960-89.
TV Ad Volume, McCann-Erickson 1960-89.
All other figures are TVB estimates.